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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of	:	
	:	
Implementation of Sections	:	
of the Cable Television	:	MM Docket No. <u>92-266</u>
Consumer Protection and	:	
Competition Act of 1992:	:	
Rate Regulation	:	
	:	
Leased Commercial Access	:	CS Docket No. 96-60

DOCKET FILE COPY ORIGINAL
COMMENTS OF PENNSYLVANIA CABLE NETWORK

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May 13, 1996

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COMMENTS OF PENNSYLVANIA CABLE NETWORK

Summary

Pennsylvania Educational Communications Systems, d/b/a Pennsylvania Cable Network (PCN), a premier public service undertaking of Pennsylvania cable television companies, submits these Comments to inform the Commission of the cruel irony and bitter unfairness of the application of Leased Commercial Access in the context of other mandates on the use of channel space. Cruel irony because the application is both nonproductive and counterproductive to the diversity objectives fostering Leased Commercial Access, and bitter unfairness because its application with the other mandates effectively restricts and even withholds from cable television itself channel space for significant and worthwhile educational and public affairs programming.

It is galling, frustrating, and discouraging to PCN that it must beg and borrow for pieces of channel space to present its significant and sought-after educational and public affairs programming--not available elsewhere--while on this Reconsideration and Proposed Rulemaking extended attention is being given to the imposition of further burdens for cable and to enlarging incentives

for the utilization of Leased Commercial Access channels lying fallow, prospects for which are most uncertain, especially for advancing real diversity.

We will leave it to others to deal definitively with the perplexities of the rate issues which we do not have the resource to address, but which also are peripheral to the central policy issues which we wish to treat.

In our Comments we will make the Commission aware of the unique programming of PCN, call attention to some of the difficulties it faces in obtaining channel space for the cable industry's own undertaking in the public interest, note the ways in which Leased Commercial Access impacts adversely on our efforts, and urge that the Commission take steps to assure that cable has a realistic opportunity and is treated fairly in its efforts to be directly involved in and to advance programming for the public good.

PCN, Its Mission and Programming

The Pennsylvania Cable Network was organized August 29, 1979 as a nonprofit corporation by Pennsylvania cable companies. Its purpose was to provide a cable television network as a public service for the distribution of educational programming by Pennsylvania institutions of higher learning under the leadership of The Pennsylvania State University.

PCN was the first educational cable television network in the nation. Its educational program service--first known as **PENNARAMA** and then as **I tv**--was made available on PCN 24-hours a day with college courses for credit, literacy training materials, and enrichment programs.

In addition to Penn State a number of institutions of higher learning have participated in the educational program service, including especially the University of Pittsburgh, Bloomsburg University of Pennsylvania and other Universities of the State System of Higher Education, and several Community Colleges.

Until June, 1994, the interconnection of cable systems for the network was solely by microwave using CARS frequencies assigned by the Federal Communications Commission for use by cable television companies on a shared cost arrangement. The system consisted of an eastern loop and a western loop, together making a "figure 8," comprising some 796 path miles.

With initiatives undertaken by PCN in early 1993, PCN established satellite distribution for its network on a permanent basis as of June, 1994. The PCN satellite delivery system--one of the first utilizations of compression technology for a cable network, and the first by a cable consortium--makes carriage of the network available everywhere throughout Pennsylvania, and on a more timely and affordable basis as well.

As of November, 1993, PCN started providing public affairs programming in prime time, with gradually increasing hours of coverage; and since January, 1996 such programming is provided from 12:00 noon to 12:00 midnight on Monday through Friday and from 6:00 p.m. to 12:00 midnight on Saturday and Sunday, with educational programming being provided during the rest of the 24-hour service period.

PCN's public affairs programming provides televised coverage of public events in which citizens of Pennsylvania have a common interest, and offers viewers the opportunity to watch their state government in action in hearings and floor proceedings of the General Assembly. PCN covers news conferences, speeches, panel discussions, and other events at which Pennsylvania public policy is debated, discussed, and decided. The network also covers events which give insight into historical, cultural, business, and educational aspects of the Commonwealth.

Coverage is presented on a balanced basis and with an unfiltered point of view without editing, comment, or analysis, giving viewers a complement to traditional news media coverage.

The satellite delivery and public affairs programming initiatives followed PCN's redefining its mission to be...

A Cable Network Responsive to the Interests
and Needs of Pennsylvania and Its People as a
Community.

It must be emphasized that PCN is funded solely through per subscriber payments by participating cable companies and receives no government or foundation grants.

PCN now has over 1,500,000 subscribers through cable companies committed to the service, more than doubling the number in less than two years, with strong and increasing viewer interest.

See **PCNvision** for Winter, 1996, attached as Appendix A, and particularly, the article on "Public Affairs Year In Review," summarizing public affairs programming presented in 1995 on page 5.

See **PCNvision** for Spring, 1996, attached as Appendix B, and particularly, the "President's Message" on page 1, and the article on "Network Responds to State and Resident Needs in Time of Crisis" on page 2.

Unavailability of Channel Space for PCN Programming

Although PCN programming has been extremely well-received by Pennsylvania cable companies and viewers alike, a very serious and continuing constraint is the lack of channel space for the service.

Added to the public access for public, educational, and governmental use negotiated through the franchise process are the increased demands for channel space under the enlarged must carry requirements of the 1992 Cable Act, the retransmission consent provisions of the 1992 Cable Act (which invite additional channel demand in the negotiation arrangements) and Leased Commercial Access as reinforced by the 1992 Cable Act.

The net effect is that especially since the 1992 Cable Act (which because of other reregulatory actions effected a marked reduction of system rebuilding) and from the very time that PCN was committed to satellite distribution and public affairs programming, channel space has been at a premium.

As a result, the entire PCN effort was placed at risk. In several key instances PCN service is being provided only because of heroic measures undertaken by the cable company with the support of PCN, as in the case of Philadelphia where a PEG channel is being "borrowed" to provide the capacity, and in the case of Harrisburg, the capital of Pennsylvania, where a portion of a public access channel is being used through arrangements with a regional access entity and the City of Harrisburg. Similar arrangements have just concluded to provide service to Delaware County.

On the other hand, PCN was informed last week by the cable company serving the suburban Pittsburgh area that PCN's public affairs programming will be removed from the channel lineup as of the end of May because of lack of channel space. The cable company--which is a longtime supporter of PCN--has indicated that it may be two years before channel space will be available! That is a lifetime in the world of government affairs and the PCN mission.

Observations on the Likely Effect of Proposals to Further Increase the Impediments to Effective Channel Utilization Intrinsic to Leased Commercial Access

The PCN experience over the last 17 years of its effort is instructive on circumstances directly bearing on effective channel utilization.

- Cable television--through individual companies or in association--are best positioned to respond to the programming interests and needs of subscribers, and any governmental action which restricts, inhibits, or impedes the incentive or capability for such response limits and thwarts the core capability.
- Overall, the real thrust of the proposals for Leased Commercial Access is to make the cable industry the guarantor of utilization of the channels set aside for Leased Commercial Access, a gross imposition on the role of cable television, and again, on its capability to fill its appropriate role.
- There is no proper basis for preferential treatment either by way of rates or set asides for nonprofits--which should properly be supported by their own constituencies rather than subsidized by cable--nor for minority programmers in view of preferential treatment otherwise provided. Such preferential treatment is an unwarranted further imposition on cable's core capability.
- There is no realistic mitigation from the circumstance that Leased Commercial Access could apply to only a portion of a channel, since fragmentary use of a channel--no matter how small--severely discounts the value of the channel for optimum usage.

- There is no solace from the circumstance that channels set aside for Leased Commercial Access may be used by the cable company pending utilization for such access, since the ongoing certain availability of the channel is essential to its effective utilization.
- There is no comfort in the increase in channel capacity anticipated with system rebuilds because in cable time is of the essence, and the future is fraught with much uncertainty.

Conclusion

It is clear that the statutes and rules on diversity do not take into account and make no provision for cable directly undertaking significant public service programming of the kind provided by PCN.

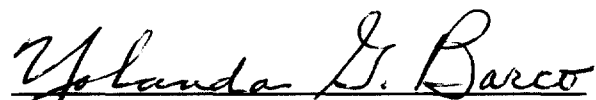
Aside from the monumental efforts of C-SPAN, there are many prospects for programming significant not only in terms of diversity, but in socio-economic terms. However, such programming faces the same challenges as have been described for PCN.

PCN does not fit in the PEG order of things--it is not a qualified minority programming source, and it is certainly not a qualified educational programming source within Section 612(a)(3) defined as "one that devotes substantially all of its programming to educational or instructional programming that promotes public understanding of mathematics, the sciences, the humanities, and the arts and has a documented annual expenditure on programming exceeding \$15,000,000." PCN's efforts, therefore, are given no consideration in the rulemaking.

It is the fervent hope of the author of these Comments that sooner rather than later the impediments to effective channel utilization intrinsic to Leased Commercial Access will be recognized and acted upon by whatever it takes to withdraw completely from the exercise. If it must be later, the hope is that Leased Commercial Access will be substantially reduced in application and regulation.

Given the framework under which the Commission is operating at this point, it appears that there is no realistic prospect that the Commission could or would attempt at this time to adequately address the plight of PCN under Leased Commercial Access, let alone the imposition from its application on cable television's capability to provide diversity, particularly in educational and public affairs programming. Nonetheless, we solicit the Commission's concern in the circumstances.

Respectfully submitted,

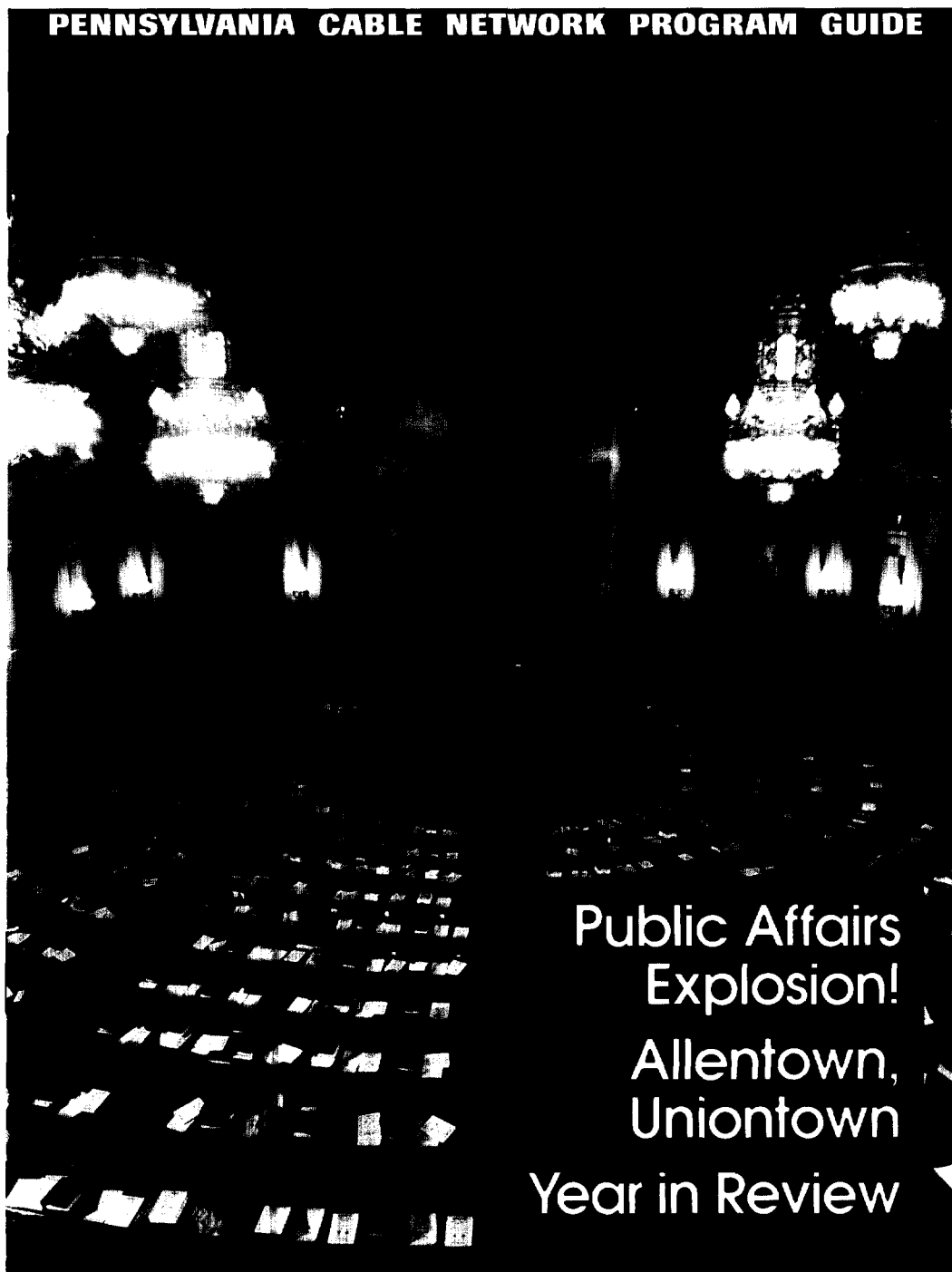

Yolanda G. Barco
President and Chief Executive
Officer
Pennsylvania Educational
Communications Systems, d/b/a
Pennsylvania Cable Network

May 13, 1996

PCN VISION

W I N T E R • 1 9 9 6

PENNSYLVANIA CABLE NETWORK PROGRAM GUIDE





Yolanda G. Barco

The lead article in this issue of *PCNvision* reports on the very substantial increase in public affairs programming to be inaugurated by the Pennsylvania Cable Network in January 1996, in response to growing interest and need for greater coverage.

Certainly, the extended and enhanced public affairs coverage represents another impressive milestone in the development of the Pennsylvania Cable Network. But it also reflects a significant change in the function of PCN as it relates to the channel itself.

When the Pennsylvania Cable Network was organized in 1979 by Pennsylvania cable companies, the basic concept was that PCN would provide the distribution system and that Pennsylvania higher education—under the leadership of The Pennsylvania State University—would provide programming designed to give state residents access to educational opportunities in their homes and work places. As a part of this concept, it was understood that PCN would not be involved in the educational programming itself in any respect.

With the start of public affairs programming in November 1993, the Pennsylvania

Cable Network acted on an earlier determination to make direct use of a portion of the channel for this programming in response to consistently expressed requests of cable companies reflecting the interest of subscribers. The decision was made with the exercise by PCN of its option in the existing agreement with The Pennsylvania State University for PCN to make use of a defined portion of the channel in prime time for up to seven days a week, The Pennsylvania State University being otherwise responsible for programming of the channel.

PCN's public affairs programming started on a limited basis and gradually increased its use of evening hours, culminating in programming 7:00 p.m. to 11:00 p.m., seven days a week, in late April 1995. With its present-day undertaking to extend public affairs programming for close to one-half of the channel time, PCN has also initiated its involvement in the programming of the channel overall.

In the next several months, we of the Pennsylvania Cable Network will be reviewing—in discussions with participating cable companies and with representatives of The Pennsylvania State University, the State System of Higher Education, and other educational institutions—all of the programming issues related to the channel. These developing policies and directions will enable PCN to most effectively achieve its mission as a cable network responsive to the interests and needs of Pennsylvania and its people.

Whatever the specific policies and directions may be at the conclusion of the process, it is already established that the Pennsylvania Cable Network is to be directly involved in the programming of the entire channel. This is not only in keeping with the stated PCN mission and the views of participating cable companies, but is essential if the channel is to be developed and promoted to realize fully on its great potential.

Network Expanding Public Affairs Programming Hours, Coverage

Moving swiftly in response to the need for increased state government coverage, the Pennsylvania Cable Network is dramatically expanding its public affairs programming. Beginning in late January, PCN will nearly triple its weekly coverage of state government activities, bringing viewers public affairs programming from noon until midnight on weekdays, and from six in the evening until midnight on Saturday and Sunday.

"We have covered some great legislative events—some very significant floor debates and hearings—which often comprised more than our scheduled four hours of public affairs in the evening," noted PCN Vice President Brian Lockman. "Increasing the number of public affairs programming hours allows us to provide viewers with a more complete picture of the Pennsylvania legislative process, as well as the opportunity to re-air important events."

PCN public affairs programming at noon will be anchored by the previous weekday's prime-time schedule. As legislative activities warrant, PCN—through its fiber link with the State Capitol Building—has the capability to provide live coverage of state government events, including televising afternoon sessions of the Pennsylvania Senate and House.

The additional hours of public affairs programming also enable the network to schedule Pennsylvania factory tours on Friday evenings, with a second showing on Monday afternoons.

"Cable television was born in Pennsylvania, and so it is altogether fitting that PCN—a creation of industry pioneers in this state—evolves into the preeminent state public affairs network in the nation," asserted Bradford N. Hammer, PCN Director of Marketing.

PCN's status as a non-profit non-partisan member of the media is made possible through participating cable companies in the Commonwealth, which pay a monthly fee to cover network capital and operating costs. Outside of a feed from the Pennsylvania

Senate and House, PCN uses its own cameras and crews to cover state government activities.

"When I first came to the Pennsylvania Cable Network after fifteen years at C-Span, I wondered if there was enough state government activity to fill four hours of public affairs programming each evening," Mr. Lockman added. "What I have discovered is exactly the opposite. There's a lot going on in Pennsylvania."

Service Electric TV Helicon Add PCN

PCN's same-day coverage of hearings and floor proceedings of the Pennsylvania General Assembly is now available to Lehigh Valley residents and cable subscribers in southwestern Pennsylvania, thanks to Service Electric Cable TV, Inc., and Helicon Cablevis respectively.

"We have been covering local news for decades on TV 2, and delivering additional news through CNN and C-SPAN," said Service Electric Cable TV General Manager John J. Capparello. "The Pennsylvania Cable Network's in-depth state government coverage gives consumers in our marketplace access to information which is not otherwise available."

Service Electric Cable TV, Inc. has more than 26,000 cable subscribers in Allentown, Bethlehem, Whitehall Township, Nazareth, and Easton.

For more information, contact:

Service Electric Cable TV, Inc., 1000 Northampton Avenue, Allentown, PA 18106

Helicon Cablevis, 1000 Northampton Avenue, Allentown, PA 18106

home," said Pennsylvania Senator John M. Uhlman. "PCN gives viewers an opportunity to watch the legislative process from the comfort of their living rooms."

COVER PHOTO: STATE HOUSE OF REPRESENTATIVES CHAMBER, Harrisburg PA. Photo by Blair Seitz. PCN's fiber-link with the State Capitol Building was donated by Sammons Communications, Inc., which carries PCN on channel 8 in Harrisburg. *PCNvision* (ISSN 1071-2046) is published seasonally four times a year by PCN, 401 Fallowfield Road, Camp Hill, PA 17011. Founding Editor: Bradford N. Hammer. Issue #2. For information, or to request additional copies of this publication, contact PCN by phone: (717) 730-6000, or e-mail: pcntv@pcntv.com.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12A 12:30	Schauplatz Deutschland	Think Tank Thinking Allowed	Libri	Dollar Signs National Arts	Market to Market The Editors	Today's First Edition World Comm	Pennsylvania Parade
1 1:30	World Comm Market to Market	Computer Chronicles Technopolitics	To the Contrary Open Mind	Pennsylvania Parade	New Literacy	Firing Line Inside Washington	Out of the Past
2 2:30	Art of the Western World	Public Presidency	The Sociological Imagination	Business and Law	Race to Save Planet	Destinos	French in Action
3 3:30							
4 4:30		Discovering Psychology	World of Abnormal Psychology		Government by Consent		
5 5:30							
6A 6:30	Art of the Western World	Discovering Psychology	The Sociological Imagination	Western Tradition	Race to Save Planet	World of Abnormal Psychology	The Africans
7 7:30	The Africans	Public Presidency	World of Abnormal Psychology	Business and Law	Government by Consent	Business and Law	World in Review European Journal
8 8:30	Destinos: An Introduction to Spanish French in Action					On Your Own	European Journal SP Asia Now
9 9:30	Out of the Past	Discovering Psychology	The Sociological Imagination	Western Tradition	Race to Save Planet	Public Presidency	The Chinese
10 10:30	Art of the Western World	Public Presidency	World of Abnormal Psychology	Business and Law	Government by Consent	The Sociological Imagination	Schauplatz Deutschland
11 11:30	On Your Own					Art of the Western World	French Hexagone, or France TV Magazine

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12P 12:30	PA Political Caucus Report	Monday's State Legislature Coverage	Tuesday's State Legislature Coverage	Wednesday's State Legislature Coverage	Thursday's Public Affairs Programming	Discovering Psychology	The Africans
1 1:30	Pennsylvania Factory Tours					Race to Save Planet	World in Review European Journal
2 2:30	Friday's Public Affairs Programming					Government by Consent	European Journal SP Asia Now
3 3:30						Public Presidency	The Chinese
4 4:30						Common Wealth Computer Chronicles	Pennsylvania Parade
5 5:30						Pennsylvania Parade	Libri
6P 6:30	Monday's State Legislature Coverage	Tuesday's State Legislature Coverage	Wednesday's State Legislature Coverage	Pennsylvania Public Affairs	PA Political Caucus Report	Select Events from This Week in the State Legislature	
7 7:30					Pennsylvania Factory Tours		
8 8:30					Pennsylvania Public Affairs		
9 9:30							
10 10:30							
11 11:30							

Public Affairs Year In Review

Nineteen hundred and ninety-five proved to be a historic year for the Pennsylvania Cable Network.

PCN covered 224 Pennsylvania House and Senate committee hearings in 1995—including 59 of 63 Budget Committee hearings. In addition, PCN televised 206 press conferences and 125 sessions of the General Assembly.

During the year, PCN viewers saw Pennsylvania Farm Show events, the inauguration of Governor Thomas J. Ridge, Groundhog Day festivities, Representative David P. Richardson's memorial service, a Senate Judiciary Committee hearing on militia groups in the Commonwealth, and a committee hearing in

which four convicted murderers spoke out on the Pennsylvania prison system. PCN also aired all three addresses of Governor Ridge to the General Assembly, as well as several of his town meetings from around the state.

The network televised the Pennsylvania House and Senate as they debated the 65 mile-per-hour speed limit, crime bills, the state budget, and an education reform bill which included a proposal for school vouchers. The state budget debate in April marked the first time in Commonwealth history that floor proceedings in the Senate had ever been carried live.

PCN showcased Pennsylvania's business community through factory tours. The network telecast the manufacturing process at Martin Guitars, Seltzer's Bologna, Chaddford Winery, Zippo Lighters, Harley-Davidson Motorcycles, and the Straub Brewery, along with showing the inner workings of Three Mile Island Nuclear Generating Station, Rodale Institute Experimental Farm, and the Middletown and Hummelstown Railroad.

In covering events of interest and importance to Pennsylvanians, PCN travelled the state extensively in the past twelve months. PCN producers visited Allentown, Williamsport, State College, Bethlehem, Reading, Pittsburgh, Philadelphia, Seven Springs, Bristol, Stowe, Punxsutawney, Nazareth, Bradford, Slippery Rock, Centralia, Ashland, Scranton, West Chester, Pottstown, Chadds Ford, Kutztown, Palmyra, Hershey, Lancaster, Strasburg, Johnstown, and other Pennsylvania locales.

All told, PCN public affairs coverage accounted for 1,300 television hours in 1995, including 875 hours of original programming.

It was a busy year, but with public affairs programming on PCN, it's only the beginning.

PCN VISION
ON THE WEB
<http://www.pcntv.com>

...SYSTEMS ADD PCN

"Thanks to Service Electric Cable TV, the people of the Lehigh Valley can now stay informed of the activities of the Pennsylvania legislature," stated Pennsylvania Senator Roy C. Afflerbach, who represents Lehigh County.

In southwestern Pennsylvania, Helicon Cablevision now carries PCN to more than 38,000 customers from its Uniontown offices.

A number of Pennsylvania lawmakers maintain residences in Helicon Cablevision's service area, including Senator Richard A. Kasunic; Senator Eugene E. Porterfield; Senator J. Barry Stout; and Representative H. William DeWeese, the House Democratic Leader.

"With the number of state Senators and Representatives serving the districts in our service area, we felt it was important for our customers to have access to the most current information coming from Harrisburg," said Helicon Cablevision Regional Manager Craig S. Tomchik. "By watching our state officials in action, live on PCN, we will become better educated and informed about issues affecting our communities."

GET TO KNOW YOUR PENNSYLVANIA!

Pennsylvania's largest prison, State Correctional Institution-Graterford, holds 3,500 inmates in a 1.3 million square foot facility covering 1,700 acres in Montgomery County. Interest in the holding facility was heightened in February by the parole of convicted murderer and Graterford inmate Robert "Mudman" Simon, who was later charged with killing a police officer in New Jersey.

On September 28, the state Senate Judiciary Committee held a hearing on the parole of Mr. Simon, which included testimony from four former Graterford inmates. The Pennsylvania Cable Network televised the hearing in its entirety. The prisoners' stories of employee corruption at Graterford led to a raid of the penitentiary one month later. The four-day shakedown of the Montgomery

County prison—at a cost of \$738,000—was billed as the largest of its kind in US history.

Twenty-one inmates were transferred following the Graterford prison raid, and several employees transferred or retired. The Pennsylvania Department of Corrections also outlined major policy changes at Graterford, including searching at least five staffers each shift, and creating a deputy superintendent position for internal security.

The Department of Corrections found no proof to claims by the four former Graterford inmates that they were abused or intimidated at Camp Hill and Frackville state prisons immediately prior to testifying before the Senate committee.

Graterford continues to be the subject of federal and state investigations.

PCN Airs Radio Talk Programs on State Issues

The Pennsylvania Cable Network scanned across the radio dial from left to right in tuning in local comments on news and issues of the Commonwealth.

Talk radio personalities Fred Williams of WILK-AM, Wilkes-Barre; Joe Daddona of WAEB-AM, Allentown; Dom Giardano of WWDB-FM, Bala Cynwyd; and Bob Durgin of WHP-AM, Harrisburg all fielded questions from listeners on state issues of the day. PCN also provided full coverage of state Supreme Court Candidate Michael Barasse's radio appearance on the Susan Bray Show in metro Philadelphia; Pennsylvania Representative Thomas W. Dempsey's guest spot with Ken Sawyer of WRK-AM in Williamsport; and an episode of "Corky's Court," a call-in program featuring Harrisburg attorney Corky Goldstein and WWNK-FM radio personality Bruce Bond.



Harrisburg attorney Corky Goldstein responds to a caller's question on a Pennsylvania legal issue during his WWNK-FM radio program.

Additionally, "Radio PA Roundtable," an issue-oriented program of Radio Pennsylvania, was videotaped and televised by PCN. Led by veteran radio news anchor Rob Lang, the show explored the legislative pay raise issue, tuition voucher proposal, and special session on crime. PCN also aired a pilot of "Pennsylvania Wrap," a weekly behind-the-scenes look at the political process in the Commonwealth, moderated by John Baer of the *Philadelphia Daily News*.

PCN VISION

SPRING • 1996

PENNSYLVANIA CABLE NETWORK PROGRAM GUIDE



Statewide
Value
Increased
Carriage
Scheduling



Yolanda G. Barco

The articles featured in this issue of *PCNvision* on the Pennsylvania Cable Network's coverage of flooding in the Commonwealth and of the Pennsylvania State Farm Show highlight significant and unique attributes of PCN's evolving service.

PCN—and particularly, its public affairs programming—is sometimes described as the “Pennsylvania version of C-SPAN.” The description is accurate as far as it goes, but it does not import the whole of PCN either in the extent or the effect of its coverage.

PCN is committed for Pennsylvania—as C-SPAN is for the nation—to providing ex-

activities, including legislative proceedings, hearings, press conferences, and meetings at which Pennsylvania public policy is debated, discussed, and decided.

However, PCN public affairs programming is provided within the broader context of the Pennsylvania Cable Network's mission as a cable network responsive to the interests and needs of Pennsylvania and its people, with the commitment to utilize cable technology for the advancement of Pennsylvania as a community...

- By providing citizens with increased access to education in the home and workplace;

- By providing citizens with direct access to the processes of state government;

- By disseminating information on business, industry, institutions, and agencies which affect economic development and the quality of life in the Commonwealth;

- By making Pennsylvanians aware of the state's rich history, culture, and heritage; and

- By stimulating the interest and participation of citizens in the affairs of the Pennsylvania community.

In addition to PCN's broader programming, there is a definite communications or “impact” dimension caused by strong viewer identification with, and specific interest in certain events or subjects covered. The result has been a surprising and even dramatic positive response to the programming.

In the case of the January flood disaster, PCN had the unique capability of providing statewide support and enhancement to the substantial federal and state relief efforts, assisting and strengthening communication lines for victims, and establishing a point of reference for the range of community concerns.

In the case of the State Farm Show, PCN was the effective means of making the activities and events available to persons directly concerned with agriculture—the largest commercial enterprise in Pennsylvania—as well as of broadly disseminating these happenings of general interest and state culture.

There is much to be learned as PCN programming continues to evolve and emerge as an innovative application of cable television for the benefit of the state as a governmental unit, a complex of economic enterprises, and a diverse community.

Network Responds to State and Resident Needs In Time of Crisis

The Pennsylvania Cable Network's value as a statewide cable television service was evidenced during a recent time of crisis when rising flood waters claimed lives and damaged property in the Commonwealth.

PCN brought viewers extensive coverage of the January flooding in Harrisburg, Juniata County, and Wilkes-Barre; including same-day coverage of Harrisburg Mayor Stephen Reed's tour of the flood-stricken city with US Senators Arlen Specter and Rick Santorum. PCN was also the only electronic news media organization to capture Governor Tom Ridge's briefing and tour of damaged areas in Juniata County, where several residents lost their lives to the swollen Juniata River.

Local radio talk programs shared “Flood of 1996” tales of peril and heroism on PCN. The Bob Durgin Show from WHP-AM studios in Harrisburg, Fred Williams Show at WILK-AM in Wilkes-Barre, and Tom Graham Show, WRAC-AM in Williamsport, were all telecast on the statewide network.

At the heart of PCN's disaster relief efforts was carriage of Federal Emergency Management Agency “Recovery Channel” briefings. Containing critical information for individuals entering or engaged in the difficult recovery process, these twice-daily television updates were carried live on PCN for three weeks following the initial flooding.

“Through our participating cable television companies, PCN is uniquely positioned to respond to the needs and interests of Pennsylvanians,” said PCN Vice President Brian Lockman. “The ability of an established statewide network to quickly distribute news and information is especially important in times of crisis.”

In a letter to PCN President Yolanda G. Barco, Federal Emergency Management Agency Director James L. Witt expressed his appreciation for the network's carriage of “Recovery Channel” briefings. “Your help was in the very best traditions of community involvement and assisted us in getting critical emergency management information out to

flood victims,” he wrote. “Your cooperation will serve as a model for our future partnerships with cable operators across America.”

FEMA Public Affairs Director Morris Goodman echoed Mr. Witt's comments on the essential role of PCN in connecting the agency with disaster victims. “Such cooperative partnerships are the best means of helping Pennsylvanians get their lives back on track,” he said.

Cable Companies Add PCN Service

Growing cable company support of the Pennsylvania Cable Network has made the nonprofit service available in half of all cable subscriber households in the state.

PCN recently launched on Suburban Cable TV in Delaware County—the largest Pennsylvania cable system owned and operated by Lenfest Communications. More than 118,000 homes receive cable programming through the Suburban Cable TV system, including such state legislative leaders as Representative Matthew J. Ryan, the Speaker of the House, Senator F. Joseph Loeper, the Republican Leader, and Senator Clarence D. Bell, the senior member of the Senate. The Delaware County system is managed by Suburban Cable TV Vice President Joseph A. DiJulio.

Seventy-five thousand households in the Lehigh Valley now have access to PCN's state government coverage through C-TEC Cable Systems. The Northampton-based system, which additionally serves cable subscribers in Allentown and Bethlehem, added PCN to their channel line-up soon after acquiring the cable holding. The company

continued...

COVER PHOTO: LEHIGH COUNTY COURTHOUSE, Allentown PA. Courtesy of Musselman Advertising, Inc. Allentown is served by Service Electric Cable TV and C-TEC Cable Systems, which carry PCN on channels 52 and 78 respectively. *PCNvision* (ISSN 1071-2046) is published seasonally four times a year by PCN, 401 Fallowfield Road, Camp Hill, PA 17011. Founding Editor: Bradford N. Hammer. Issue #3. For information, or to request additional copies of this publication, contact PCN by phone: (717) 730-6000, or e-mail: pcentv@pcentv.com.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12A 12:30			European Journal: The News Magazine (in German)				
			Deutsche Welle Programming (in German)				
1 1:30			European Journal: The News Magazine (in Spanish)				
			Deutsche Welle Programming (in Spanish)				
2 2:30	Art of the Western World (until 5/20)	Ethics in America (until 5/21)	World of Chemistry	The Earth Revealed	Race to Save Planet	Destinos	French in Action
3 3:30	Ethics in America (beginning 5/20)	Public Presidency (beginning 5/21)					
4 4:30							
5 5:30							
6A 6:30	Art of the Western World	Ethics in America	World of Chemistry	Western Tradition	Race to Save Planet	Rural Communities	The Africans
7 7:30	The Africans	Public Presidency	To the Contrary Open Mind	The Earth Revealed	Rural Communities	The Earth Revealed	World in Review European Journal
8 8:30	Destinos: An Introduction to Spanish French in Action					On Your Own	European Journal SP Asia Now
9 9:30	Out of the Past	Computer Chronicles Technopolitics	World of Chemistry	Western Tradition	Race to Save Planet	Public Presidency	Alles Gute
10 10:30	Art of the Western World	Public Presidency	To the Contrary Open Mind	The Earth Revealed	Rural Communities	World of Chemistry	Schauplatz Deutschland
11 11:30	On Your Own					Art of the Western World	French Hexagone, or France TV Magazine

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12P 12:30	PA Political Caucus Report	Live Coverage of Events in the State Legislature, or Pennsylvania Public Affairs Programming from the Previous Evening				Unique Continent	The Africans
1 1:30	Pennsylvania Factory Tours					Race to Save Planet	World in Review European Journal
2 2:30	Pennsylvania Public Affairs					Rural Communities	European Journal SP Asia Now
3 3:30						Firing Line Inside Washington	Schauplatz Deutschland
4 4:30						Common Wealth Computer Chronicles	Pennsylvania Parade
5 5:30	PA Political Caucus Report					Pennsylvania Parade	Libri
6P 6:30	Monday's State Legislature Coverage	Tuesday's State Legislature Coverage	Wednesday's State Legislature Coverage	Pennsylvania Public Affairs	PA Political Caucus Report (1st Friday)	Select Events from This Week in the State Legislature	
7 7:30					Pennsylvania Factory Tours		
8 8:30					Pennsylvania Public Affairs		
9 9:30							
10 10:30							
11 11:30					PA Political Caucus Report (1st Friday)		

Watching PCN: What's On When

Watching the Pennsylvania Cable Network has never been easier, thanks to advancing use of the Internet, the creation of on-screen graphics, and electronic mail technology.

PCN's site on the Internet (<http://www.pcntv.com>) includes a page with weekly schedule information. Updated every seven days, the page lists governmental forums and events which PCN plans to cover during the week, as well as naming the Pennsylvania factory or museum tour being shown on Friday. While the web site does not always contain specific air dates and times, it does provide an advance listing of PCN public affairs coverage.

...SYSTEMS ADD PCN

is already associated with national public affairs programming; C-TEC Chairman David McCourt sits on the C-SPAN Board of Directors.

G.S. Communications followed their consolidation to a statewide channel line-up with the immediate addition of the Pennsylvania Cable Network on channel 32. The system serves 65 communities in Adams, Cumberland, Franklin, and York counties; including Dillsburg, East Berlin, and New Freedom.

Cable customers in and around Birdsboro now receive the Pennsylvania Cable Network thanks to a carriage agreement with Service Electric Cablevision. The network also launched during the winter on Blue Ridge Cable Television systems in Meshoppen and Tunkhannock, and is currently being rolled-out by Adelphia Cable Communications in North Wales Borough and Lansdale Borough.

Cable systems which carry PCN on their channel line-up are listed on the network's web site (<http://www.pcntv.com>). The site also provides a link to those cable companies which maintain home pages on the Internet.

Each weekday, the network's prime-time schedule is constructed late in the afternoon in an effort to bring viewers the most current and relevant public affairs events. At 6:00 p.m., PCN displays an on-screen listing of all programming for the following six hours. When coverage of an event concludes, the network returns to an on-screen listing of all remaining public affairs programming.

Viewers of the Pennsylvania Cable Network will also discover schedule information on the lower portion of the television screen. Appearing every quarter-hour during public affairs programming, these messages note upcoming event coverage and special viewing opportunities on the network.

As a rule of thumb, PCN repeats its prime-time public affairs program schedule beginning at noon the following day. Thus, a hearing which airs on PCN at 7:30 p.m. on Tuesday will also air at 1:30 p.m. on Wednesday. This second showing may be pre-empted by live afternoon coverage of the state legislature, or public affairs programming which has not yet been telecast.

PCN's programming line-up on Saturday and Sunday evenings consists of select public affairs events covered by the network during the week. This schedule is prepared late Friday afternoon.

For those viewers with a more urgent "need to know," PCN now offers a free electronic mail service containing its daily public affairs program schedule. The listing is transmitted between 5:00 p.m. and 6:00 p.m. each weekday, and details the public affairs programming line-up for a 24-hour or week-end period. Those interested in the service should contact PCN by electronic mail (pcntv@pcntv.com), and ask to be added to the schedule listing.

PCN VISION
ON THE WEB

<http://www.pcntv.com>

GET TO KNOW YOUR PENNSYLVANIA!

An estimated 65% of Pennsylvanians adhere to some recognized religious faith, placing the Commonwealth among the top ten states in percentage of worshippers.

The Roman Catholic Church is by far the largest religious group; its 3.88 million adherents represent about one-third of the state's population. There are three Catholic archdioceses in Pennsylvania: one Latin Rite and one Byzantine Rite in Philadelphia, and one Byzantine Rite in Pittsburgh.

The Lutherans and United Methodists are the two largest Protestant denominations in Pennsylvania, each having more than 750,000 adherents. There are slightly less than a half million Presbyterian adherents. Three other denominations claim more than one hundred thousand members: The United Church of

Christ, the Episcopal Church, and the American Baptists.

Other religions in Pennsylvania include Judaism, and more than twenty Eastern Orthodox churches. The German sects—the Mennonites and Amish, for example—have brought distinction to the Commonwealth through the appellation "Pennsylvania Dutch," but today there are more Plain People in Ohio and Indiana than there are in Pennsylvania.

In March, the Pennsylvania Cable Network televised live coverage of the funeral Mass of John Cardinal Krol, the former archbishop of Philadelphia and a leading Roman Catholic conservative. The program was produced by WPVI-TV in Philadelphia.

Live, Same-Day PA Farm Show Events on PCN

Sixty-one hours of Pennsylvania State Farm Show events and activities aired on the Pennsylvania Cable Network in January, representing the most extensive television coverage of the state's agricultural showcase in Commonwealth history.

Governor Tom Ridge's address, two high school level championship rodeos, draft horse and pony pulling contests were all televised live on PCN. The network also aired poultry and swine competitions, fashion show judging, and the Pennsylvania Secretary of Agriculture's awards presentation.

PCN's live and same-day farm show coverage was applauded by snowbound cable subscribers, as the "Blizzard of 1996" prevented many state residents and show competitors alike from attending several days



Several PCN televisions were placed in the Pennsylvania State Farm Show food court, allowing attendees to watch live coverage of events.

of the week-long showcase. A number of scheduled events, such as the sheep-to-shawl contest and the square dance competition, were cancelled because of the weather.

In March, the Pennsylvania Cable Network presented a videotape copy of its farm show coverage to the state Department of Agriculture, which orchestrates the annual event. The tapes will be retained by the Farm Show Commission, at the Farm Show Complex in Harrisburg.